

Docket No.: 320529566US  
(PATENT)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

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In re Patent Application of:  
O'Shea et al.

Application No.: 10/748,763

Confirmation No.: 2711

Filed: December 30, 2003

Art Unit: 3688

For: RF-BASED ELECTRONIC SYSTEM AND  
METHOD FOR AUTOMATIC CROSS-  
MARKETING PROMOTIONAL OFFERS  
AND CHECK-OUTS

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Examiner: M. G. MacAsiano

**COMMENTS ON STATEMENT OF REASONS FOR ALLOWANCE**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

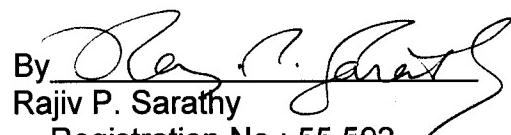
Sir:

In the Notice of Allowability mailed August 2, 2010, the Examiner allowed claims 1-19 and 21-27. Applicant acknowledges Examiner's statements of Reasons for Allowance of the above-referenced patent application and agrees that the claimed subject matter is patentable. However, Applicant takes no position regarding the Reasons for Allowance presented by the Examiner other than the positions Applicant may have previously taken during prosecution. Therefore, the Examiner's Reasons for Allowance should not be attributed to Applicant as an indication of the basis for Applicant's belief that the claims are patentable. Furthermore, Applicant respectfully asserts that there may also be additional reasons for patentability of the claimed subject matter not explicitly stated in this record and Applicant does not waive its rights to such arguments by not further addressing such reasons herein.

Applicant believes no fee is due with this response. However, if a fee is due, please charge our Deposit Account No. 50-0665, under Order No. 320529566US from which the undersigned is authorized to draw.

Dated: November 2, 2010

Respectfully submitted,

By   
Rajiv P. Sarathy  
Registration No.: 55,592  
PERKINS COIE LLP  
P.O. Box 1247  
Seattle, Washington 98111-1247  
(206) 359-6478  
(206) 359-7478 (Fax)  
Attorney for Applicant